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MHCC 09-012
PUBLIC RELATIONS AND OUTREACH SERVICES

ADDENDUM

For your reference, below are questions/clarifications received on this procurement that were submitted by the deadline date.

1. Is there a media budget for any paid advertising and production that is currently (or planned to be) underway separate from the PR/Media Relations?

Yes.

2. Is there a paid advertising agency on record? Are the contractors eligible to submit proposals for this solicitation?

The MHCC had two vendors providing public relations services under the Small Procurement delegation (under $25,000). The two firms – The Production Company and Van Eperen Public Relations are eligible to submit proposals for this RFP.

3. Besides PR/Media Relations, what other ways might the MHCC promote the new Partnership Program?

Tour Meetings
Chamber of Commerce
Baltimore Association of Health Underwriters

4. Do you want the number of jobs that MHCC will be providing the State, or the number of contractor jobs created in Maryland because it has gained the MHCC contract? Does the number of jobs created in Maryland count for who wins the contract?

The MHCC does not envision the contractor hiring additional staff to conduct the services to be performed based on the number of hours estimated monthly (40 hours). Although the criteria is included as part of the evaluation criteria, it will not be a significant factor in the selection of the contractor. Please review Part III, Evaluation Criteria, Section 1.1 that identifies how the evaluation committee will rank the technical proposals.

5. The contractor is responsible for promoting news around the key Commission reports. How many key Commission reports does the MHCC anticipate annually?

       Five (5) reports

5. The RFP lists that the selected contractor will need to expand awareness for the "Consumer Guides, Facility Guides, small business resources and health policy reports". Are you requesting specific campaigns targeting these elements, or highlighting this information as background or boiler plate under the main PR/media campaigns?

       This information should be considered background information to be used for campaign targeting.

6. Does MHCC want one script of a PSA that runs 3 times, or does it want 3 different scripts? If 3 different scripts are desired, what is the MHCC seeking in differences (types of businesses, foreign language, etc.)? How will a PSA production be facilitated? What medium will be used?

       The MHCC is requesting 3 different surrounding scripts with separate information to be provided to the public. Examples include a Nursing Home PSA or a Health Partnership PSA. The contractor will be responsible for facilitating all PSA productions. The desired medium is radio.

7. Is this total development of a targeted media list, or adding to and refining an existing list?

       The MHCC is seeking the creation of a new list.

8. The scheduling matrix on page 13 asks for contractor/subcontractor staff in Sections 4.5 and 5. Please clarify.

       This is a typo. It should read "A scheduling matrix of the contractor/subcontractor staff utilization in hours for meeting the requirements in Part I, Sections 4.0 and 5.0".

9. The Scope of Work indicates that the contractor will be responsible for improving outreach and enrollment into the Health Insurance Partnership? How large is the Partnership? Is the program active?

       The Partnership currently includes 175 businesses/797 "covered lives". The program became effective October 1, 2008, and is active.

10. Is a Gantt chart the only acceptable chart form? Is another type of visual representation acceptable?

       The MHCC considers the Gantt as the only acceptable form to be included in the proposal; however, you may include additional visual representations.

11. The matrix should be based on 40 hours per month. Do any contingencies exist to ensure the tasks assigned will be accomplished to meet the project goals?

The RFP states that the "Total Proposed Contract Price" is not a guarantee of any minimum or maximum amounts under this contract". The hours proposed are estimates only. Costs associated with any assigned project will be calculated using the fully loaded hourly rate x the authorized number of hours to complete

a project. The hours will be pre-authorized by the Contract Monitor for any given assignment, in consultation with contract awardee.

12. Is there a budget range? If so, what is the range?

   This is a Competitive Sealed Proposal (CSP) using COMAR regulations 21.05.03. This process allows the MHCC to award a contract based on the evaluation criteria. It is incumbent upon the contractor to propose a fully loaded price based upon the estimated number of hours identified in each year of the RFP. The technical proposal is given more weight than the financial proposal. The contract award is not based solely on the proposed price, but the proposal that best meets the needs of the Commission.

13. Page 15 states that the contractor should assume 480 hours of work annually. On page 40, Appendix A, list 3 separate lines, which will add up to 480 hours x 3= 1440. Is each line for a separate year that the contractor should provide the MHCC with a blended hourly rate, or are all 3 lines for the same year at different rates and labor categories?

   The three lines represent a different fiscal year (See below). The contractor should provide a proposed price based on a fully loaded rate of 480 hours for each fiscal year. The total for the 3 year contract period should be entered at "Total Proposal Contract Price" line.

   Hourly Rate _____* 40 hours (per month) * 12 months (per year) = _____ (FY 2010)
   Hourly Rate _____* 40 hours (per month) * 12 months (per year) = _____ (FY 2011)
   Hourly Rate _____* 40 hours (per month) * 12 months (per year) = _____ (FY 2012)

   TOTAL PROPOSED CONTRACT PRICE = LINE A+ LINE B + LINE C = $+_____
                         (Basis for Award)

ISSUE DATE: May 1, 2009   BY: Sharon M. Wiggins
                     Procurement Officer